General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Ph: 28290825, FAX : 28295703

GM(S&M-CM)/105-8/3G data card/2013-14/29 dt at Chennai 600006 the 30.12.2013

To

Heads of all SSAs,

Tamilnadu Circle

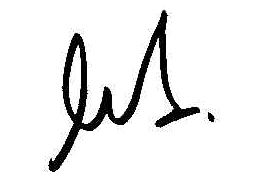
Sub: Reduced rate of 3.6 Mbps and 7.2Mbps 3G Data cards – Promotional offer extended upto 01.04.2014.

Ref: This office letter No. GM(S&M-CM)/105-8/3G data card/2013-14/Vol IV/22  dt at  
Chennai 600006 the 21.12.2013and BSNL C.O. **ECT Approval no. 1361 dt 24.12.2013**

On the request of Tamilnadu Circle letter cited above, BSNL C.O. has approved the proposal and **extended**  the offer of the special discount of 20% on the sale price of 3.6Mbps and 7.2 Mbps 3G USB type HSDPA data cards for another 90 days i.e **from 02.01.2014 to 01.04.2014**

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Sale price as per PO | Promotional offer | Reduced price(MRP) |
| 3.6 Mbps 3G Data card | Rs.1600+80 = 1680 | 20% discount | **Rs.1280+64=1344** |
| 7.2 Mbps 3G Data card | Rs.2000+100=2100 | 20% discount | **Rs.1600+80=1680** |

It is requested that the extension of reduced rate offer may be brought to the notice of all concerned for taking necessary action to increase the sale of 3G data cards. Press note and Proper advertisement as deemed fit may be made to generate adequate response.



Deputy General Manager (Mktg-CM)

O/o GM(S&M-CM), BSNL.,

16, Greams Road,

Chennai 600006

Copy to:

1. Sr. GM (NW-O-CM)/Trichy / CBT– for kind information
2. GM(TR)/GM(Fin), O/o CGM(T)., Chennai 600002 – for kind information
3. DGM (Pricing-CM), P& P Section, BSNL Corporate office, 6 th Floor, Bharat Sanchar Bhawan, H C Mathur Lane, Janpath, New Delhi 110001 (FAX No: 011-23717767) – for kind information
4. DGM(CS)/ (Sales) O/o GM(S&M-CM)., 16, Greams Road, Chennai 600006